XD 7/47 XR
1667
XR 30/325

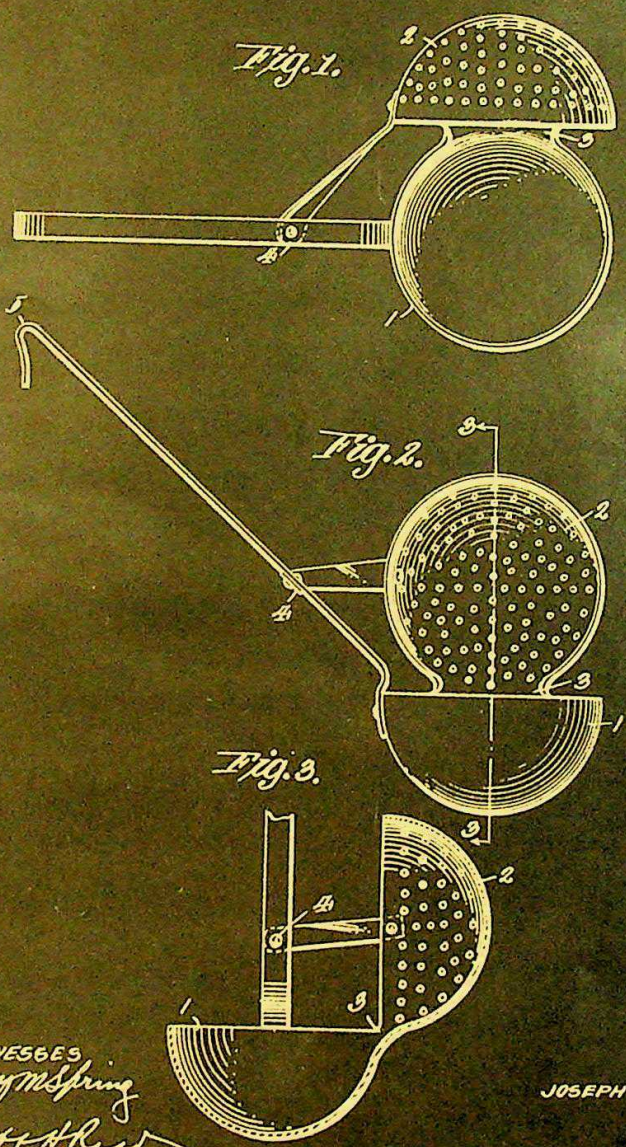
July 10, 1928.

1,677,120

J. RUDIN

COMBINATION LADLE AND STRAINER

Filed June 21, 1926



WITNESSES
Guy M. Spring
Robt. H. Read

Inventor
JOSEPH RUDIN

By Richard B. Owen
Attorney

Patented July 10, 1928. 1,677,120

UNITED STATES PATENT OFFICE.

JOSEPH RUDIN, OF BROOKLYN, NEW YORK.

COMBINATION LADLE AND STRAINER.

Application filed June 21, 1926. Serial No. 117,540.

This invention relates to combined ladle and strainer as a unitary device, constituting a culinary utensil adapted readily to strain solid from liquid matter having a form to manufacture cheaply, be readily stored away when out of use, and do its work effectively.

The device comprises two metallic bowls in fixed relation angularly relatively one to the other with a handle attached to one terminating in a hook to support it when out of use. The bowls are stiffened by a metallic brace, one end of which is riveted to the handle and the other end to the bowl.

My invention therefore essentially comprises two cups to support a mixed liquid and solid, in fixed angular relation and preferably at right angles to each other, to the end that a liquid may be readily poured from the imperforate vessel to the strainer and the separation of the solid matter effected in a minimum time.

In the drawing illustrating my invention: Figure 1 is an elevation of a combined ladle and strainer embodying the invention,

Figure 2 is an elevation at right angles to that shown in Figure 1,

Figure 3 is a part sectional view on the plane 3—3 of Figure 2.

Referring now to the drawings 1 represents an imperforate bowl and 2 a perforated bowl rigidly connected by a smooth curved wall 3 and positioned angularly with relation to each other, the edge of one bowl rim being braced on the handle at some distance from its connection with the bowl as indicated at 4. While the angular relation of the two bowls may be less than right angle I prefer to fix them in the right-angular relation. The end of the handle is provided with a hook 5 by which the utensil may be supported on the wall or in a cupboard. The device is, preferably for reasons of manufacturing expense, made of a plurality of pieces welded, brazed or soldered or otherwise securely connected so as to form a single unitary utensil and may be made of tinned iron, or an alloy, nickled or silver-plated. The two bowls while in widely spaced angular planes are connected in a smooth curve so as to permit a free flow of the liquid from one to the other, or may be made of a single homogeneous and integral structure formed of malleable metal as by dies and swaging. The device is preferably made in a number of different sizes of bowls and grades of perforations in the strainer.

From the foregoing it can be seen that I have provided an exceptionally simple and durable ladle and strainer formed from a single piece, in which the material may be readily poured from one bowl to the other simply by turning the wrist, so as to shift the positions of the bowls.

Changes in details may be made without departing from the spirit or scope of the invention; but what I claim is:

A combined ladle and strainer comprising an imperforate ladle bowl of substantially hollow semi-spherical form, a perforate strainer bowl of corresponding form, a neck connecting the bowls at relatively adjacent sides and in laterally offset, relatively spaced position with their open sides in planes substantially at right angles to each other, the said neck being concavely curved from side to side and convexly curved in a direction between the bowls, and a handle extending from the ladle bowl.

In testimony whereof I affix my signature.

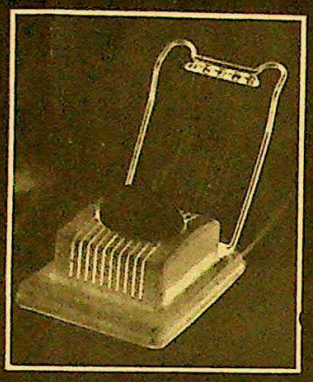
JOSEPH RUDIN.

Property of U.S. Patent Office
For Examiners Use Only.

XR ordered 8/1981

D7/673

Market Survey: FRESH FROM THE HOUSEWARES FACTORIES



Hutzler

Plastic Egg Slicer

Sold by: L. Hutzler, 226 Lafayette St., New York.
Selling Slants: Body of slicer is molded of plastic and cutting wires are made of fine stainless steel. Slicer cannot bend when egg is being sliced. Being made of plastic and stainless steel gives device advantages of easy cleaning without danger of rusting. Comes in red, ivory and green, packed 3 doz. to carton.
House Furnishing Review (Housewares).

Self-Pleating Extension Rod

Made by: Kroder Reubel Co., 11 E. 31st St., New York.
Selling Slants: "Readyfold" rod gives natural, graceful pleats in jiffy without special sewing or hook arrangement. Three or four reinforced loops at each end of rod make the pleats. Come in crystal, brass or plain ivory in spans from 30" to 72".
House Furnishing Review (Housewares).

Metal or Glass Polish

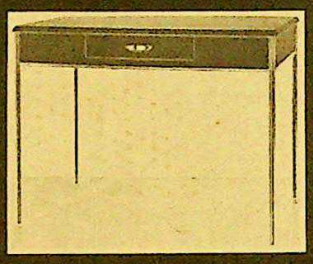
Made by: H. N. Denny Products Co., 2346 Duane St., Los Angeles.
Selling Slants: "Magic Emulsion" is scientifically developed polish which removes deep-seated tarnish or stain from surface of metal or glass with almost no effort and leaves beautiful, lasting lustre. Contains no acid, is non-inflammable, said not to injure hands.
Retail Price: 25c.
House Furnishing Review (Housewares).

New Onion Chopper

Made by: Federal Tool Corp., 412 N. Leavitt St., Chicago.
Selling Slants: Onion chopper has stainless steel blades. Comes complete with graduated 12 oz. capacity measuring cup with spring returning handle.
Retail Price: 20c
House Furnishing Review (Housewares).

EZ-V Roast Rack

Made by: The Lynch Studio, 741 N. Formosa Ave., Hollywood.
Selling Slants: Adjustable rack for supporting roasts or fowl. May be adjusted to deep or shallow "V" according to size and shape of meat by means of notches in base. Can be laid open flat when in use as broiling rack. When used flat, dimensions are 11" x 12", ¾" thick. Easily demounted for cleaning, nickel plated.
Retail Price: $1.00.
House Furnishing Review (Housewares).



Woodcraft Toy Mfrs.

Chrome Leg Kitchen Table

Made by: Woodcraft Toy Manufacturers, Inc., 901 S. Carey St., Baltimore.
Selling Slants: Chrome leg kitchen table has been added to line, has stainless porcelain top, chrome drawer pull, overlapped drawer, and decorative beading in red or black around bottom of table frame. Table can be had with or without drawer at lower price, both in 6 assorted sizes. In Woodcraft line there also are kitchen porcelain tables with wooden legs, cabinet bases, tennis tables with 6 or 8 legs approved by U. S. Table Tennis Assn.
House Furnishing Review (Housewares).

Fireplace Accessories

Made by: California Bellows Works, San Francisco.
Distributed by: Arthur C. Maryon, Western Merchandise Mart, San Francisco.
Selling Slants: New line of fireplace accessories including what is said to be only American-made fireplace bellows. Models for barbecue as well as interior use are available in 6 finishes. Rustic barbecue types are available for hand-decoration by customers. Fire screens and California redwood wood boxes covered in stamped brass are also included in line.
House Furnishing Review (Housewares).

Faucet Water Filter

Made by: Automatic Water Filter Co., Akron, O.
Selling Slants: Cellulose fibre discs are scientific material for filtering water. By removing dirt and suspended materials, water becomes cleaner, clearer and tastier. Sanitary Bakelite molded, filter fits on end of faucet, is rustproof and will not corrode. Discs easily accessible for quick cleaning.
House Furnishing Review (Housewares).

Apron-Mitten Set

Made by: Miriam Gross, 230 S. Franklin St., Chicago.
Selling Slants: "Hot to Handle" apron-mitten set consists of two quilted, insulated mittens and printed percale aprons in matching designs. Apron has two deep pockets to hold the mittens when not in use. Mittens are thicker than ordinary pot holders, soft and roomy. Cuffs reach well above wrists. Mittens contain cotton filling. Come in attractive prints with red, green, blue, or yellow predominating.
Retail Price: $1.98.
House Furnishing Review (Housewares).

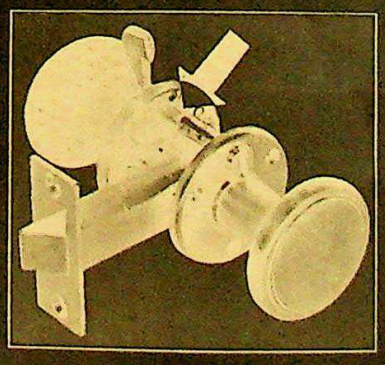
Lambs Wool Cleaning Specialties

Made by: Herman's Novelty Mfg. Co., 185 Clymer St., Brooklyn.
Selling Slants: Two new floor wax applicators: No. 1 is genuine lambs wool self polishing applicator with 4' handle, pad easily removable for washing, has additional pad beneath to prevent scratching. Applicator size is 2¾" x 8", complete, Cellophane wrap. No. 101 has lambs wool applicator rubber stamped on to block. No. M6 lambs wool mitten with golden back is excellent item for polishing furniture, automobiles, etc., size is 5½" x 8¾". No. 0 lambs wool shoe polisher is 2" x 6", painted in assorted colors.
Retail Prices: No. 1, 29c; No. 101, 20c; No. M6, 19c; No. 0, 10c.
House Furnishing Review (Housewares).

Die Cast Door Latch

Made by: Grand Specialties Co., 3111 Grand Ave., Chicago.
Selling Slants: Latch is designed for interior doors to be locked on one side. Made of die-cast non-ferrous metal in range of standard finishes with colored insert of center of knobs. Can be used for right or left hand doors without reversing latch bolt, made in 2 sizes for doors 1⅛" to 1¾" thickness. Also available in plain non-locking model. Door can be unlocked from outside in emergency by projecting screwhead. Unit is installed in ⅞" or 1" hole in face of door and 1" hole through door.
House Furnishing Review (Housewares).

(Continued on page 125)



Grand Specialties Co.

D7-673 X AU 293

AUSTRALIA
241,151
1962

241,151

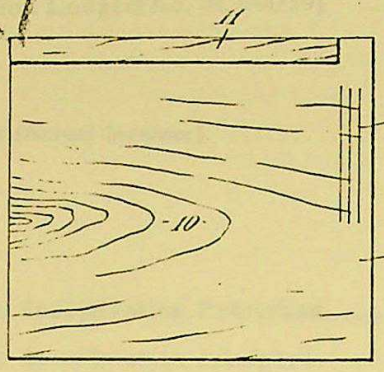


Fig. 1.

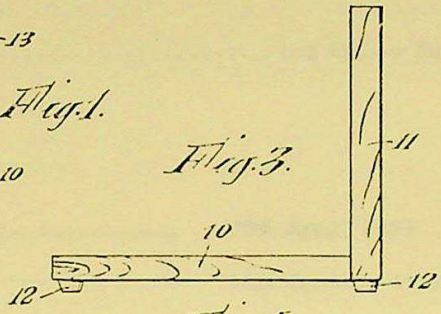


Fig. 3.

Fig. 4.

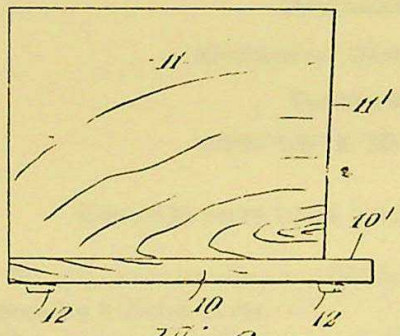
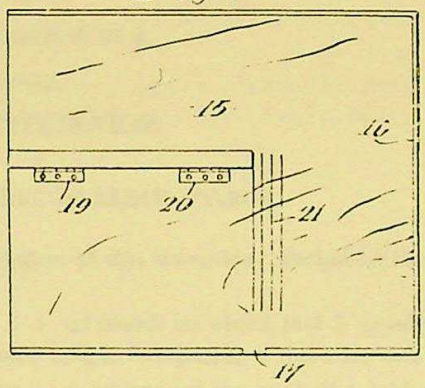


Fig. 2.



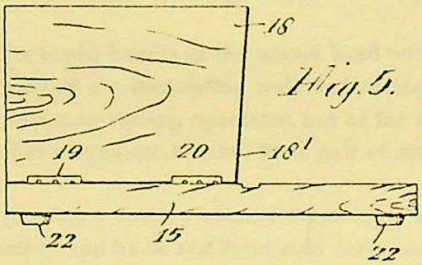


Fig. 5.

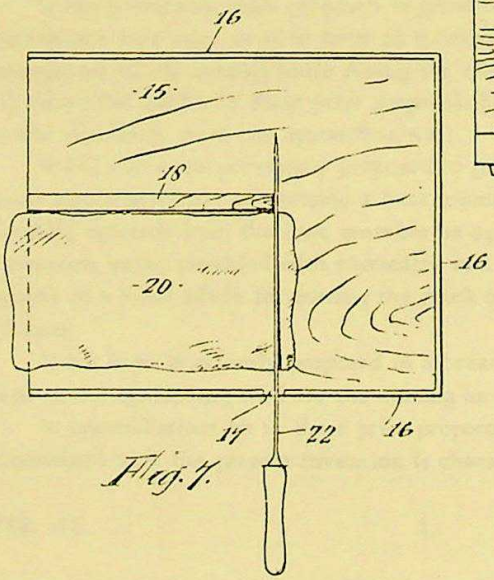


Fig. 7.

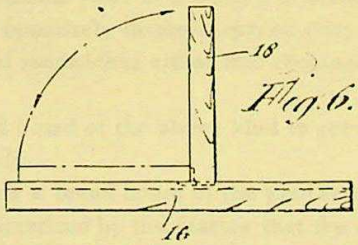


Fig. 6.

from 269/289 R

241151

54,044/59

COMMONWEALTH OF AUSTRALIA
PATENT SPECIFICATION

Complete Specification Lodged ..... 27th October, 1959.
Application Lodged(No. 54,044/59) ..... 27th October, 1959.

AUSTRALIA
DIV. 340
146

Applicant (Actual Inventor) ..... Leo Andrew Smith.

Complete Specification Published ..... 28th April, 1960.
Complete Specification Accepted ..... 15th October, 1962.

Classification 76. 8.

International Classification A 47 g.

Drawing attached.

COMPLETE SPECIFICATION.

IMPROVEMENTS IN OR RELATING TO BREAD BOARDS.

The following statement is a full description of this invention, including the best method of performing it known to me :-

This invention relates to bread boards, i.e. to boards on which loaf is usually placed for cutting into slices, and in particular to bread boards comprising a flat base and a single upstanding wall mounted on the flat base and forming a support for the back of a loaf placed on the board for slicing.

It has previously been proposed to provide bread boards of the above kind with a guide located at one side edge so as to form an extension of the upstanding wall and acting to guide the movement of the cutting knife during the cutting or slicing operation but as far as the Applicant is aware the guides in these prior proposals have been constituted by a pair of spaced members made separately from the upstanding wall.

It has also been previously proposed to provide a cutting board for cutting a stack of bread slices into sandwiches comprising a base member and back and front side members projecting vertically upwards from the base member on opposide sides of the stack of bread slices, these side members being provided with vertically and oppositely disposed spaced slots or gaps for the insertion of a knife blade for cutting the stack of sandwiches either into rectangular or triangular shapes.

It has been previously proposed in a bread board of the above kind to provide a guide passage in the upstanding wall for the cutting knife.

In contradistinct on to these prior proposals a bread board of the kind referred to made in accordance with the present invention is characterised by the feature that the upstanding

wall is mounted on the board with at least one side edge of the latter projecting beyong one side edge of the upstanding wall, the said side edge being inclined from the vertical by an angle of about 1.5° to 3° so that the upper end of the edge projects beyond the lower end of the edge, the said edge forming a guide edge for the knife during the slicing of the loaf.

The upstanding wall may be fixed to the board or it may be hingeably connected thereto so as to be foldable on to the base when not in use.

The base which may be rectangular, circular or any other desired shape may be provided with an upstanding rim or edge around the whole or part of its perimeter to retain bread crumbs on the board.

In the accompanying drawings which illustrate how the invention may be carried into effect;

Fig. 1 is a plan, Fig. 2 a front elevation, and Fig. 3 a side elevation of one form of bread board made in accordance with the invention;

Fig. 4 is a plan, Fig. 5 a front elevation, and Fig. 6 a side elevation of another embodiment of the invention and

Fig. 7 is a view similar to Fig. 4. showing the cutting of a slice from a loaf.

Referring first to Figs. 1 to 3, the board shown in these figures comprises a horizontal base 100 to the rear edge of which is screwed or otherwise secured an upstanding wall 11. In the embodiment shown in Figs. 1 - 3 the base 10 has a length of 8" a width of 7" and a thickness of $\frac{3}{4}$", and a rubber foot 12 is screwed at each corner to the lower surface of the base. The wall 11 is substantially square, and also has a thickness of $\frac{3}{4}$". The length of each side is about 7", the height of the top edge above the top of the base being about $6\frac{1}{4}$". However, the edge 11' of the wall 11 inclines somewhat inwardly from the top to the bottom, so that whilst the width of the wall at top is 7" as stated, the width along the bottom is about $6\frac{3}{4}$". With the stated dimensions of the wall 11 the upper end of the edge of the wall projects about $\frac{1}{4}$" beyond the lower end of the edge and the wall is inclined inwardly from the vertical by about 3°. If the height of the wall 11 is less than $6\frac{1}{4}$" the upper end would have to project proportionally less beyond the lower end. In general, depending upon the height of the wall 11 a projection of 1/8" to $\frac{1}{4}$" for the upper end of the edge of the wall beyond the lower end would be suitable. The corresponding angle of inclination would be approximately 1.5° in the case of the 1/8" projection and approximately 3°. In the case of the $\frac{1}{4}$" projection. As a result of the difference in widths of the base 10 and wall 11 an edge strip 10' of the base projects beyond the inclined edge 11' of the wall 11. Three narrowly spaced parallel lines 13 are marked on the surface of the edge strip 10' of the board.

The board shown in Figs. 4 to 6 is larger than that shown in Figs. 1 to 3. In figs. 4 to 6 the base 15 has a width of 12" and a transverse width of 11" and three edges are formed with an upstanding rim 16 interrupted at the place denoted 17. An upstanding wall 18 is hingeably connected by hinges 19, 20 to the top of the board intermediate the front and rear edges thereof. This upstanding wall 18 replaces the wall 11 of Figs. 1 to 3 and has a width which is again 7" at the top and $6\frac{3}{4}$" at the bottom, similarly to the wall 11, to provide an inclined edge 18' similar to the edge 10' of Figs. 1 to 3. In fig. 4 five narrowly spaced parallel lines 21 are marked on the surface of the base 15 between the edge 18' of the wall 18 and the rim 16.

In the form shown in Figs. 4 - 6 the base 15 is also fitted with rubber feet 22.

The marked lines 13 (Figs. 1 to 3) and 21 (Figs. 4 to 6) provide a guide for the thickness of the slices it is desired to cut from the loaf, which can for example be advanced to one or other of these lines in accordance with the thickness of the slice to be cut.

The cutting operation is similar in the two embodiments shown in the drawings,

and is illustrated in Fig. 7. As shown in this Figure the loaf 20 to be cut is placed on the base with one side held against the upstanding wall 18 (or 11), the loaf being thus held with the end to be cut projecting beyond the edge 11' or 18' to an extent corresponding to the desired thickness of the slice to be cut, as determined for example by the line 13 or 21 to which the end of the loaf is advanced. The bread knife 22 is held with one side against the edge 11' or 18' which edge acts as a guide for the knife as it cuts through the loaf. During cutting the knife can be held horizontally or at an angle to the horizontal as preferred by the person using the knife.

Advantages of the inclined end of the upstanding wall are:-

(1) It overcomes the tendency of the bread to push the knife away from the end of the wall 11 (or 18) which is used to guide the knife when cutting the bread.

(2) It protects this end of the wall from being damaged (cut) as it is receding from the direction in which the knife is cutting.

In the embodiment shown in Figs 4- 6 the rim 16 acts to retain crumbs on the board and thus prevent them falling on to the table on which the board is supported, the gap 17 in the rim allowing the knife to complete the downward cutting stroke.

The base and upstanding wall, in the two embodiments illustrated, are made of wood, but they could be made of other material, such as a synthetic plastic material.

In addition to assisting in determining the thickness of the cut slice the lines 13 or 21 also assist in keeping the cut end of the loaf straight.

The claims defining the invention are as follows:-

1. A bread board comprising a flat base and a single, upstanding wall made in one piece and mounted on the flat base so as to form a support for the back of a loaf placed on the board for slicing, characterised by the feature that the upstanding wall is mounted on the board with at least one side edge of the latter projecting beyond one side edge of the upstanding wall, the said edge being inclined from the vertical by an angle of about 1.5° to 3° so that the upper end of the edge projects beyond the lower end of the edge, the said edge forming a guide edge for the knife during the slicing of the loaf. (27th October, 1959).

2. A bread board according to claim 1 wherein the upstanding wall is fixed to the base. (27th October, 1959).

3. A bread board as claimed in claim 1 wherein the upstanding wall is hingeably connected to, so as to be foldable on, the base. (27th October, 1959).

4. A bread board according to claim 1 or 2 wherein the base is provided with an upstanding rim or edge around the part of its perimeter to retain bread crumbs on the board. (27th October, 1959).

5. A board according to any one of claim 1 to 4 wherein the surface of the projecting side of the board is marked with parallel lines to provide a guide for the thickness of the slices to be cut from the loaf. (27th October, 1959).

6. A board according to any one of claims 1 to 5 wherein the upstanding wall is disposed at the rear edge of the base. (27th October, 1959).

7. A board according to any one of the claims 1 to 5 wherein the

upstanding wall is disposed intermediate of the front and rear edges of the base board.
(27th October, 1959).

8. A bread board substantially as described herein with reference to and as illustrated in Figs 1 to 3 or Figs 4 to 6 of the accompanying drawings.
(27th October, 1959).

F. B. RICE & CO.
Patent Attorneys for Applicant.

***

Related Art:

Serial No.	Application No.	Classification.
103,780	1534/37	76.8; 10.7
131,568	9553/47	76.8
---	1687/26	76.8.

Printed for the Government of the Commonwealth by
A.J. Arthur, Commonwealth Government Printer, Canberra.

D7/673 3

Small Casserole

A two quart "Teflon" coated cooking casserole, that serves 4 to 6 people, is constructed of heavy gauge aluminum. The Teflon coating eliminates sticking and cuts washing time. The bowl has steel handles, and the cover is brown, making it an attractive serving dish. Odell & Associates, Inc., 462 Park Ave. West, Mansfield, Ohio.

Pie Cutter

A new pie cutter, said to work effectively on any type of pie, whether hot or cold, will cut uniform wedges quickly and accurately. The "Tru-Cutt" is a stainless disc which contains six uniform knife blades. When the disc is placed over the pie the blades will cut six uniform pieces. Cutter is said to cut fruit and cream pies with equal facility and to avoid any mess. It is available from Paramount Stainless Sales Products Co., 8044 Lyndon Ave., Detroit, Mich. 48238

Push Button Condiment Dispenser

A push button condiment dispenser is said to do away with caked up condiments, clogged applicators, watery ingredients, unsightly containers and unsanitary conditions. A push of the button sends an airtight plunger in a downward direction which forces the desired amount of condiment through the spout. Unit is made of plastic and is available in a variety of colors from Gerda Enterprises, 413 U.S. Route 202, Oakland, N.J.

Continued on next page

This is THE Bucket

THE WHITE ROUND BUCKET WITH THE STRONGEST SALES POINTS

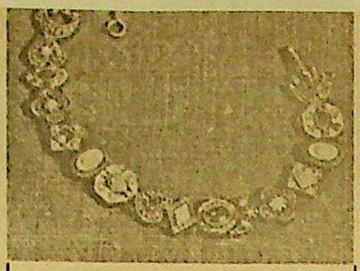
These buckets are White quality through and through — made of 24 gauge galvanized steel, with soldered lock seam construction and reinforced with heavy corrugations. Top edge is rolled rim wire construction—the type found only in premium priced lines of other brands. These fine quality buckets are designed for use with all types of White mop wringers. White round buckets are available in 18, 24, 32 and 44 quart sizes, all with interchangeable 2" or 3" casters. They're easy to sell, and give you quick profits. Check with your White sales representative for special marketing information.

WHITE MOP WRINGER COMPANY, DIVISION OF ELECTROLUX CORPORATION, FULTONVILLE 10, NEW YORK

RESTAURANT EQUIPMENT DEALER
C-TX-901-R4

D7-673

AU 292
MAY, 1965

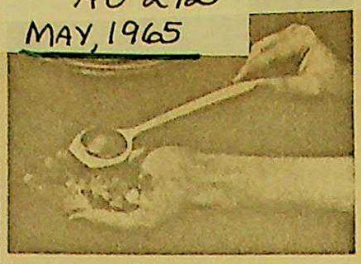


ANTIQUE SLIDE STICKPIN BRACELET

Exquisite jeweled bracelet in an antique gold look setting. Reproductions of 14 stickpins with a variety of replica gems—garnet, amethyst, diamond, coral, emerald, pearl, turquoise, lapis lazuli. Antique bracelet, postpaid, $5.50

Federal tax included.

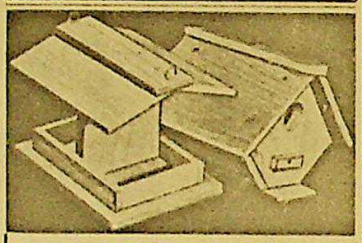
BONNIE-SUE GIFTS
Dept. HG-5, PO Box 253, Oceanside, N.Y.



Amazing Device for Cracking Ice!

Now . . . crack ice so fast you won't believe your eyes. One or two light taps on a cube of ice cracks the ice to bits without effort. It's the action of the spring vibrator that does the trick. The ice doesn't scatter. No jabbing. No pounding. No skill required. Money-back guarantee. Gift-boxed. Only $1.00 postpaid from

TAP-ICER
BOX 156 L WILLIAMSPORT, PA.



STRICTLY "FOR THE BIRDS"

Fun for all the family—and a haven for our feathered friends as well. "Do-it-yourself" Bird House and Bird Feeder Kits contain all parts, nails, hangers ready for assembly. Clear soft wood can be stained or painted. Children love watching the birds make their home in these attractive yard accessories.

Only $2.50 for the pair, or $1.25 each Ppd.

Satisfaction Guaranteed

Holiday Gifts

7953 Raritan St., Dept. 205, Denver, Colo. 80221

"A REAL JOY"

"We are delighted with the FlexPorts. They are a real joy in this huge house and our cats and dogs are having a ball going in and out at will."
—Patrice Munsel

FlexPort PET DOOR

Ends Door-Tending, Whining, Scratching

Why be a doorman for your pet? FlexPort ends scratched doors and whining. Keeps out flies, wind, rain. Gives you and pet complete freedom. Soft plastic triangles close gently and tightly. Easily installed. Send for free folder.

TUREN, Inc., DEPT. HG-5
2 Cottage Ave., Danvers, Mass.

OVER 5000 STYLES
$50 TO $100,000.
1 CARAT BRILLIANT WHITE DIAMOND
$495.

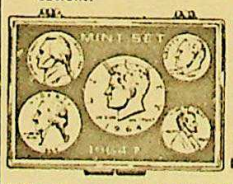
Wear This DIAMOND Solitaire AT Home—FREE For 10 Days

One of America's well known Diamond Cutters dares to make you this amazing offer! Order the diamond you want. We will mail it direct to your home without payment, if reference is given, for FREE 10 DAY INSPECTION! Wear it, examine it, have it appraised. If it isn't appraised for at least 25% more than the purchase price, we refund double your cost of appraisal. You only pay when convinced. Our 25 years as diamond cutters and importers is behind this offer. This is your sure way to buy diamonds. Order now or send for catalog illustrating over 5000 styles from $50 to $100,000.

EMPIRE DIAMOND CORPORATION
Empire State Bldg., New York 1, N. Y.
Send FREE 72 page Catalog 12
Name .....
Address .....
City ..... State .....

1964 U.S. MINT SET

with the John F. Kennedy Half Dollar in attractive, sparkling Lucite Display Holder. Makes a *different* and *valuable* gift for birthdays, graduation, confirmation, anniversaries—and for special occasions.



$2.95 Ppd.

10 Sets—$27.50
25 Sets— 65.00
50 Sets—122.50
100 Sets—235.00

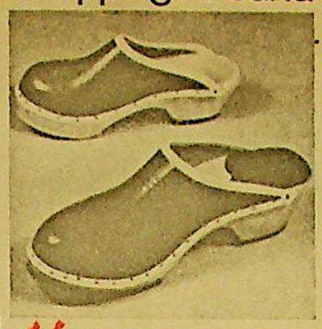
Brilliant uncirculated 1964-P Mint Set of coins displayed and contained in permanent lifetime holder. Value has been increasing steadily. Start investing now. Sold with money back guarantee.

Send check or money order

1963 mint set	$4.00	1962 mint set	$4.50
1961 mint set	$5.25	1960 mint set	$5.85
1959 mint set	$6.25	1958 mint set	$10.25
1957 mint set	$10.50	1956 mint set	$11.00

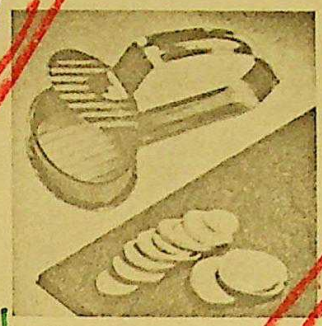
ALL 9 SETS (1956–1964), only $54.95

SUPERIOR COIN CO. (Dept. HG-3)
34 E. 12th St., New York 3, N. Y. GR 7-5780



Wooden skos

The rage in Scandinavia and on the Riviera—wooden shoes from Sweden let feet breathe and exercise leg muscles. Patent leather uppers, wood base, rubber soles. Women's, black, white, or red, $9.50; children's, red, blue, $7.50; men's, black or brown, $10.50. Ppd. Send shoe size. Bloom's, HG505, 311 6th Ave., N. Y. 10014.

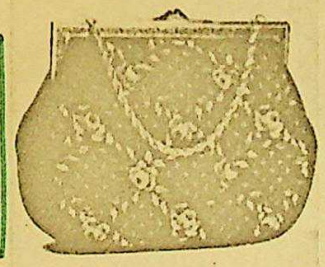


Slice in a trice

Swedish designers have done it again. This slicer will cut working time as well as hard boiled eggs, boiled potatoes, beets and onions. Cuts thin, even slices directly over dish. Stainless steel parts and wires. Easy to handle. The best slicer ever found. $2.75; 2, $5.25. Ppd. Clymer's, HG5, Point Pleasant, Bucks County, Pa.

Big boy ahoy

Carefree and relaxed, Regatta crew shirt boasts extra body length, longer short sleeves for king size sports. Pure combed cotton knit, comes in navy blue, aspen green, yellow trimmed in white or white with navy or red. M, L, XL, XXL. $4.95; 2, $9.75. Ppd. Free catalogue. King-Size, 4545 Forest, Brockton, Mass.

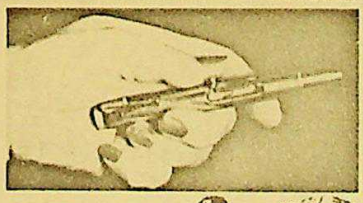


Hand work transformed

Let Martha Klein, a wizard at designing unusual mountings and handbag frames, transform your needlepoint, crewel embroidery, bead work or an interesting fabric into a very special handbag. Send for folder with designs and estimates to Martha Klein Handbags, HG5, 3785 Broadway, New York 10032.

HOUSE & GARDEN

PAGE 102



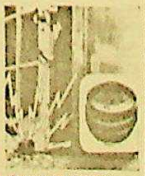
TEAR GAS PEN GUN

Provides Instant Protection

Especially for Doctors, Nurses, Postmen, Women who live or walk alone against attacks from man or beast. Safe, legal weapon ejects a 10 to 20 ft. blast of non-toxic tear gas, rendering attacker helpless, yet causing no lasting injury. Fountain pen size, it fits purse or pocket for instant use. Shipped with two cartridges. $6.95

EXPRESS CHARGES COLLECT
EXTRA CARTRIDGES (3 for $2.95)

INSTANT BURGLAR ALARM



Contains lifetime mercury switch which sets off a LOUD continued siren if bumped or tilted. Place one behind each outside door, by your windows; in your car, liquor cabinet, jewelry drawer, safe, etc. Completely portable. Works on 2 flashlight batteries (not incl.) $6.95 ppd.

MONEY BACK GUARANTEE. Sorry No COD's

Ann Isabel DEPT. 55, 7840 RUGBY STREET PHILA., PENNA. 19150

Protect Your Toes Against Injury!

Wear Safety Shoes made by the famous International Shoe Company of St. Louis. Steel box toe protects against power mower accidents. Attractively styled, comfort designed to your foot, light for added ease. Smart way to be safe.

MEN'S AND WOMEN'S SAFETY SHOES

Moc-oxford of Leatherguard treated pigskin in Sagebrush. Work shoe, too.

B 8-12, 13
C 7-12, 13
D, E 6-12, 13
EEE 6-12

$16.95 postpaid

Size 13—$1 Extra

Grey softie Moc-oxford with crepe sole, heel. Flattering, versatile sport shoe. $16.95 postpaid

AA 6-11
A 5½-11
B, C 4½-11
D 4½-10

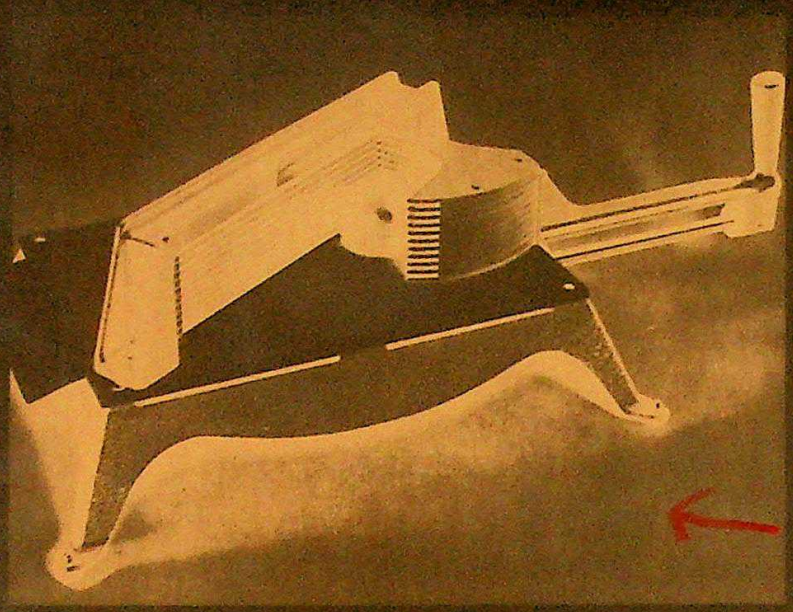
Exchange Privileges

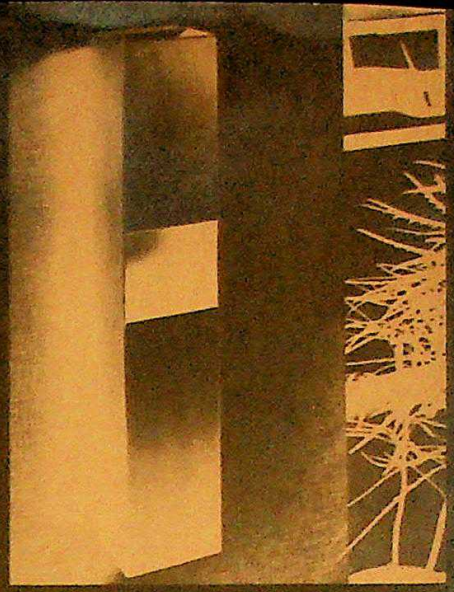
Specify man's or lady's and size. Satis. Guar. Send check or M.O. to:

ROBIN SAFETY SHOE CO. Dept. HG-5
P. O. Box 2945 St. Louis, Mo. 63130

May 1965

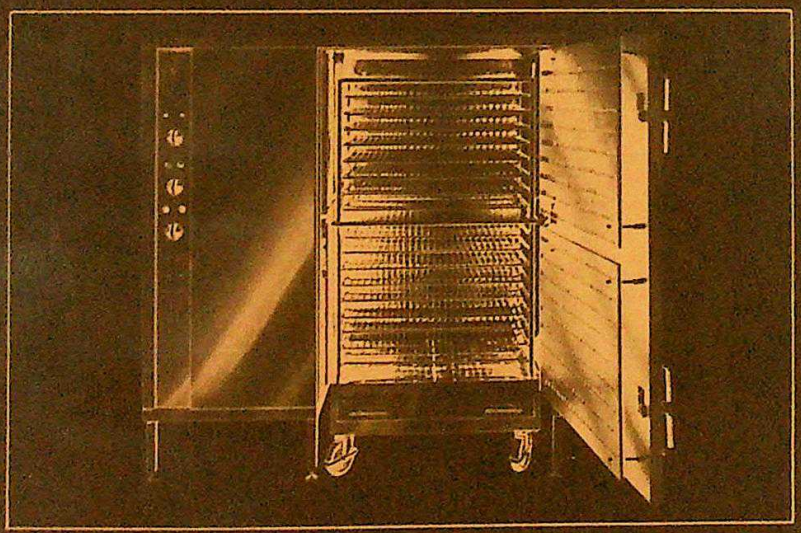
D7/673

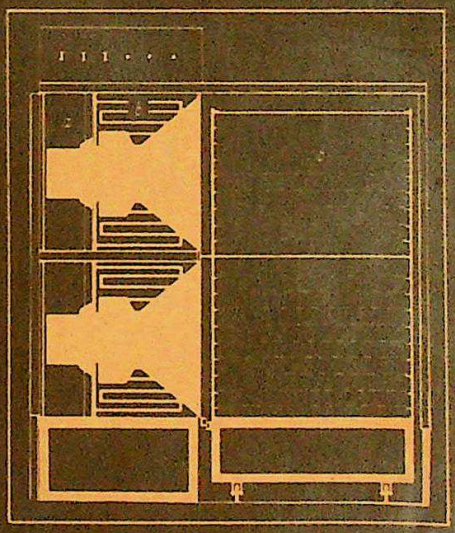




ASH-TRAY AND WASTE RECEPTACLE, above, in one unit mounts easily on virtually any surface. The ash receiver removes from the top, the waste receiver section easily dis,oins from the bottom. Available in mirror or satin aluminum, 'gold,' bronze and brass finishes. *Smith Metal Arts Co., IM, 1721 Elmwood Ave., Buffalo, N.Y. 14207.* (324)

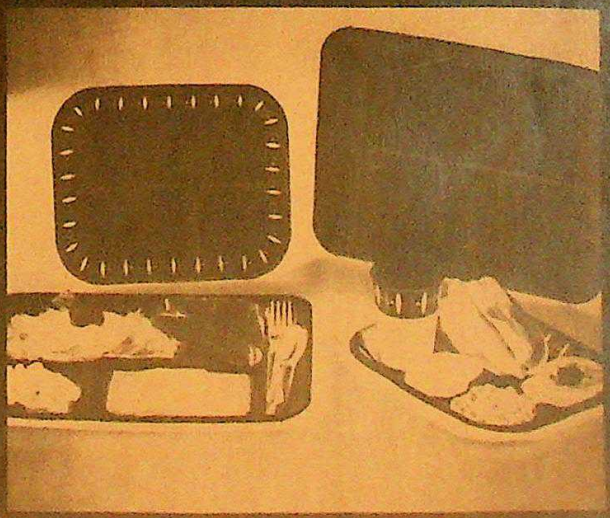
TOMATO SLICER, left, cuts whole tomato in one second at any one of 4 slice thicknesses 3/16 in., ¼ in., ⅜ in., and ½ in. Lucite base resists chemical reactions with fruit and tomato acids. *Walter Kidde & Co., Inc., IM, 675 Main St., Belleville, N.J. 07109.* (325)





CONVECTION OVEN, above, with roll-in rack defrosts or heats about 50 meals evenly and uniformly at one time. Layers of cold air are quickly removed by heated air that is uniformly circulated around food. Fast exchange of heat speeds baking, roasting, and reconstituting. Inset shows ventilator (a), heating elements (b), loading room (c). *Crown-X, Inc., IM, 12875 Taft Ave., Cleveland 44108.* (326)

PLASTIC-COATED PAPERBOARD TRAYS, right, for school feeding service are offered in two sizes to meet specific feeding requirements. Available in two colorful border patterns and in white: in 8 in. by 10 in., and 10 in. by 13½ in. sizes. *American Can Co., IM, 100 Park Ave., N.Y.C. 10017.* (327)



For more information, circle appropriate numbers on reader reply card.

For more products, see page 156.

INSTITUTIONS MAGAZINE

D7/673

Send 50c for new catalogue featuring contemporary & traditional wall, pole, & freestanding suspension furniture units of outstanding craftsmanship in walnut • teak • rosewood • oak. Direct factory savings!

THE WOOD SHOP Dept. HG1 3100 M St. N.W. WASHINGTON D.C. 20007

STANDARD DIAL PHONE

Didn't you ever wished you had an extra phone when you were in one part of the house and had to race to another when the phone rang?

Now you can get an extra-convenience version of the phone and not add a cent to your phone bills. Ready to plug and go. Black only.

Complete with 4-prong plug, ringer and cable $8.95

Colored phones, a $5 add-on: green, red, blue, ivory, pink, avocado. (State 2nd choice.)

Home EXTENSION CORD

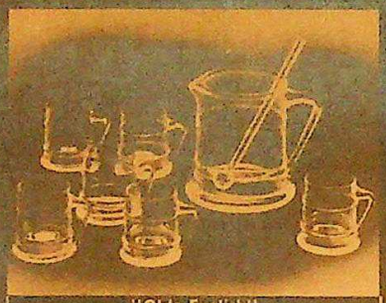
Gives reach to any part of your home. Steps and energy.

25' with jack and plug

Phone, money order. NYC residents add sales tax, outside NYC add

THE TELEPHONE SHACK

Box 2727 New York, N.Y. 10001



"Olde English"

TANKARD of MARTINIS

Our exclusive European import belongs at your next party! A wonderful "pick-me-up" at a hunt breakfast! The handsome Tankard Pitcher holds 32 ounces of martinis. Great for cocktails, too. All hand-blown, clear crystal with shimmering, easy-grip handles. Set includes stirrer and six 4-oz. tankard mugs. An authentic "Olde English" reproduction, it is a wonderful gift for those who like to entertain with style and verve!

Complete 8-pc. Set $10.00
Two Sets 18.88

We pay postage. Sorry no C.O.D.'s
Satisfaction Guaranteed

Executive Imports

Dept. HG-18, 550 5th Ave., New York, N.Y. 10036

"Children novelties" —B, C
Order boy or girl. Raised silhouette design.
Gold—$7.25 Sterling Silver—$7.25
"I love you" —A
Gold—$8.50 Sterling Silver—$2.10
"I'll never stop loving you" —D
Gold—$10.50 Sterling Silver—$2.50
"Bracelets" —E
Gold—$11.00 Sterling Silver—$4.75
Engraving charms and charm bracelets for mothers and grandmothers.
Free engraving—First name and date.
Please indicate 14k Gold or Sterling Silver. Please enclose check or money order. All charms shown actual size. Measure of one other fine 14k Gold and Sterling charms and charm bracelets sent with order.
$1.00 for our beautiful 9 x 12, 116 page catalog of thousands of charms and charm bracelets.

FLORENCE CREATIONS, Dept. HG1
Box 1000, North Bergen, N.J. 07047

DOLLS!

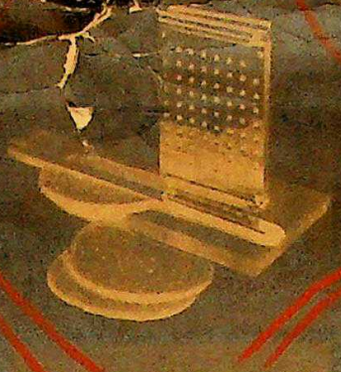
A THRILLING CAREER AWAITS YOU

We teach you how to operate a Doll Hospital, repair, dress and make dolls of all kinds. Start your own profitable part or full time business – we show you how. Or, enjoy an enchanting hobby. May we send free and without obligation the information on our fascinating home study course?

Norm & Sue Morris
LIFETIME CAREER SCHOOLS
Dept. D-363
2251 Barry Ave.
Los Angeles, Calif. 90064

Dear Norm & Sue, Please rush FREE information on the fascinating opportunities in Dolls.

Name _____
Address _____
City _____ State _____ Zip _____



Think thin

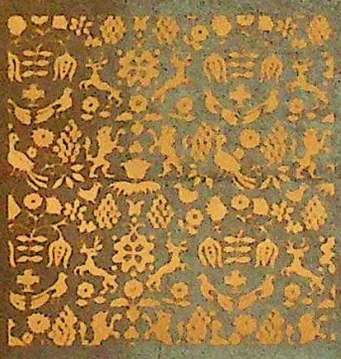
"Slice a slice" is the answer to a dieter's dreams and a homemaker's delight. It makes very thin slices from regular ones for melba toast canapés, layered sandwiches. 5" by 7½" stainless steel, $3; with 13¾" long wavy-edge stainless knife, $5. Ppd. Colorful recipe book included. Downs, HG1, Dept. 2910-6061, Evanston, Ill. 60204.

Nest egg

Serve deviled or boiled eggs in a grooved egg plate of glazed pottery. It holds a dozen securely with a mother hen in the center watching over the toothpicks. Flanking her are lift-out salt and pepper chicks; $1.99 postpaid. A remarkable value from Gracious Living, Dept. 1024, Berkeley, R.I. 02864.

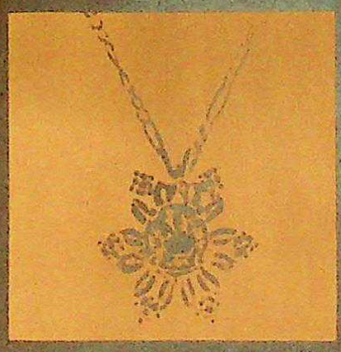
Showcase showoff

Display his or her ribbons, medals or awards proudly. Seize attention with this handsome walnut or maple case with black or colored velvet background, glass front. 12" by 26" for 5-30 medals: $19.95. 12" by 32" for 10-60: $24.95. Ppd. Engraving 5c a letter: Army, Navy, USAF, USMC, AAU insignia, $2; 2-$3. Award Maker, HG1, Box 6174, Sunrise, Fla. 33154.



Country cotton

Wide cotton with an allover country print in black, olive, blue or red (specify) will add zest to a colonial room. A big 45" wide and wonderfully washable. Great for bed-spreads, curtains, or to line wicker baskets. Fine fashion fabric, too. $1.29 per yard plus 35c post. Classic Corner, 12H Water St., Bryn Mawr, Pa. 19010.



Follow the star

Pendant of white gold with one carat man-made Strongite stone in center will have star billing on your shopping list. Six smaller diamonds flank the points. All bright. Charles ... guaranteed against scratching, chipping. $38 ppd. Write for free catalog. Men's rings, too. The Strongite Co., HG1, 7 W. 45 St., New York, N.Y. 10036.

"LIVING" ADDRESS LABELS

Plus one (the initial label). Your name and address with a design to fit your area. Up to 30 letters per line, 3 lines. 1½" x ½". Black ink. $2 for 500 on white or 250 on gold. Packed in plastic box. Via Special ...

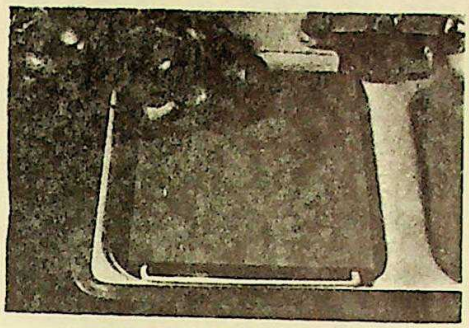
HOUSE + GARDEN
1-1968
p. 30

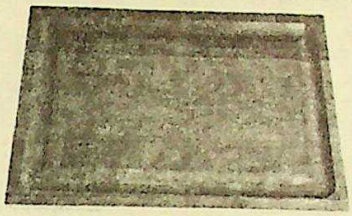
D7/43673

1 **Salt and pepper** ills. 5½" of ear Lucite® let ou know exactly hat's inside each. y Cole & Mason, ch 9.50 (11A-676)

2 **Serving up bagels.** These for the maven are acrylic, by Soovia Janis. Bagel slicer, holds the roll for easy, safe slicing. 5.00 (11B-678). Knife not included. Bagel butler, holds six ready for serving. 5.00 (11C-678)

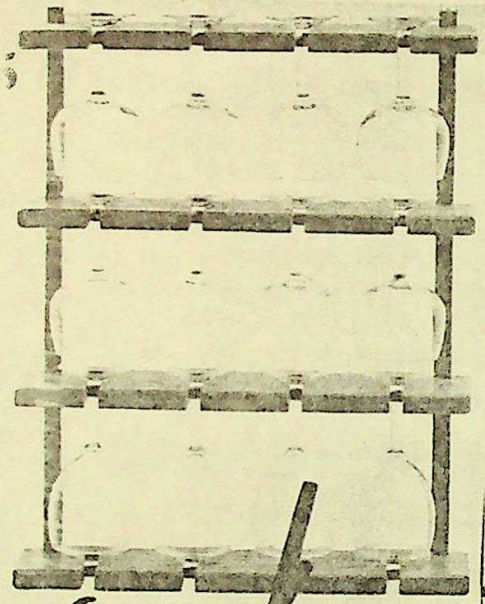
3 **Over the sink cutting** board with heavy-coated plastic arm wires that extend to 20" wide. Durable northern hard rock maple 12x14" cutting surface. From Reliance. 8.00 (11D-676)





BLOOMINGDALE'S
CAT. REC'D. 4/12/78
PAGE 11

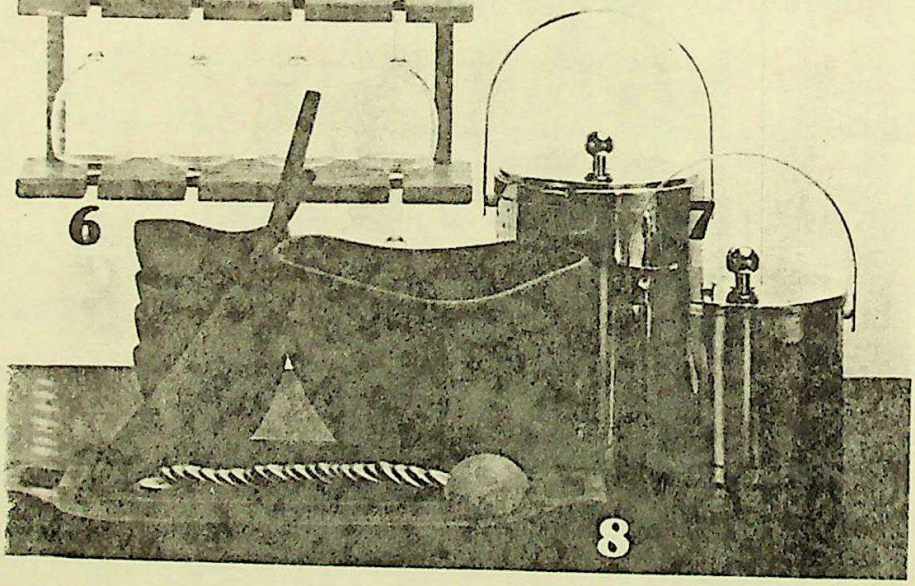
4 **Cut 'n serve board** has an extra-wide gravy well. 1" thick maple board measures 14x20" with non-mar feet and easy-grip handles. By Reliance. 18.00 (11E-676)



6

5 **Rack up to 16 glasses** on a solid oak stemware rack. Natural or dark walnut finish, 25.00 (11F-678)

6 **Toss 'n serve 7-piece set.** Free-form 12x7" salad bowl, servers and four individual bowls of teakwood by Pomerantz. 29.95 (11G-676)

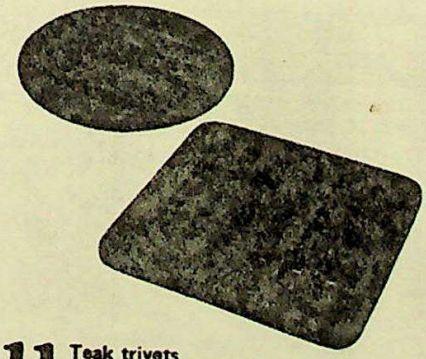


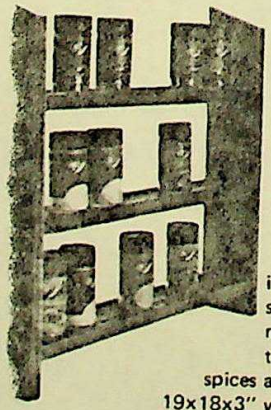
7

8

7 **Keeping cool** with chrome ice buckets. Great as a wine cooler, too. By Etco. (11H-678)
3-qt. size, reg. 22.50, 17.50
6-qt. size, reg. 27.50, 22.50

8 **Combination tray** of rich teakwood can be used as a carving board or cheese server (with handles). 21x12". 11.00 (11J-676)





9 **Spicy shelving.** 3-shelf spice rack in maple or oak to keep your spices at hand. 19x18x3" wide. Jars not included. 25.00 (11K-676)

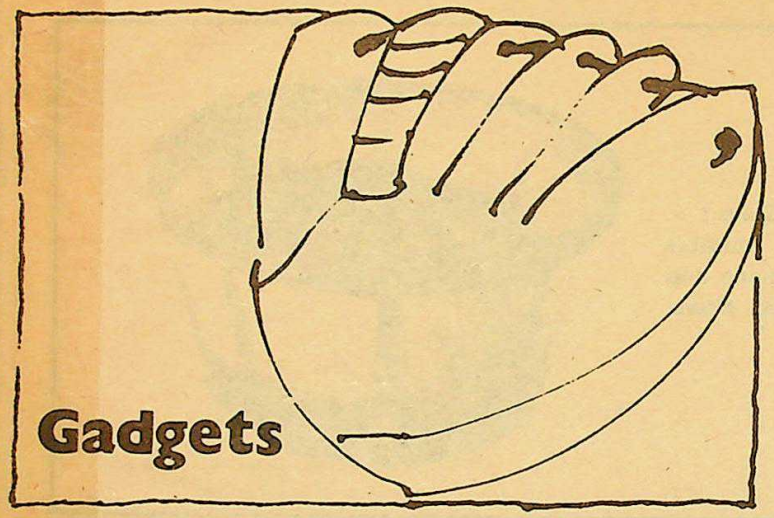
10 **Home secretary** is your kitchen organizer with memo pad, cork bulletin board and storage bins. Oak and lucite, by Brunelli Designs. 20.00 (11L-676)

11 **Teak trivets** from Pomerantz:
7¾" round, 6.00 (11M-676)
7¾" square, 6.00 (11N-676)

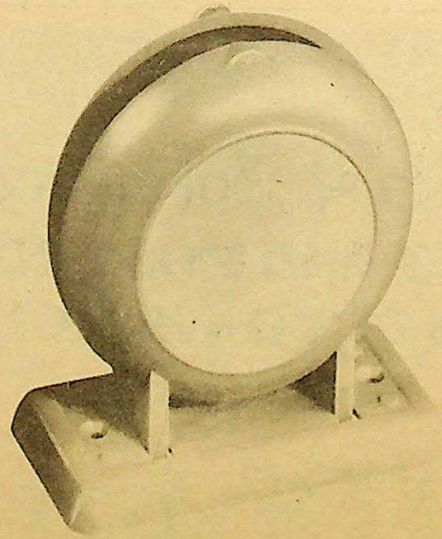
Housewares, 6th Floor, New York and all stores except Scarsdale

GASTRONOMY... GASTRONOMY... GASTRONOMY... GASTRONOMY...

housewares



Gadgets



WECOLITE CO. (Teaneck, N.J.) — New gadget cuts bagles or muffins. Retail price is $1.79.

Also new are Spatch-It bowl scraper which retails at 50¢; baster, 90¢; lacer, 49¢; flexible straws, 75 for $1; jumbo straws, 150 for 79¢.

RESTON LLOYD LTD. (Reston, Va.) — Food chopper has sharp stainless steel blade with automatic rotating action. Chopper retails for $12.

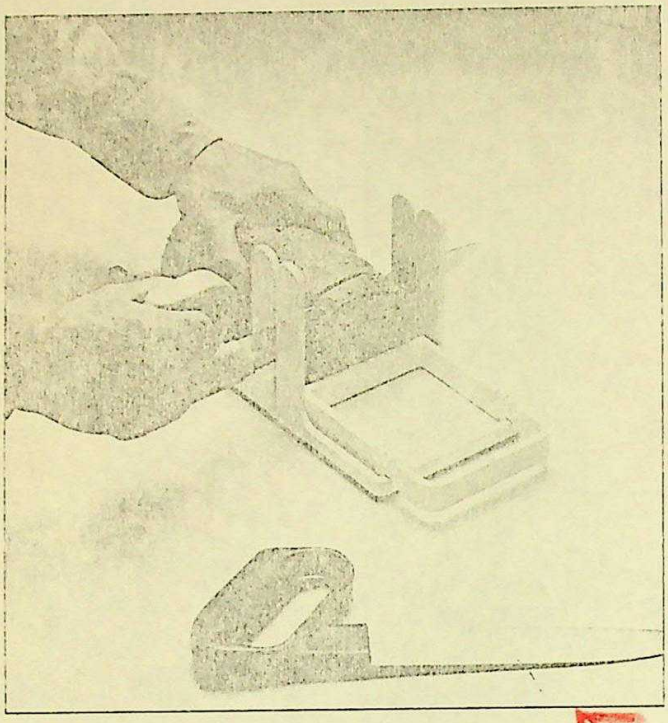
Also new is combination grater/shredder/slicer, a $30 retailer.

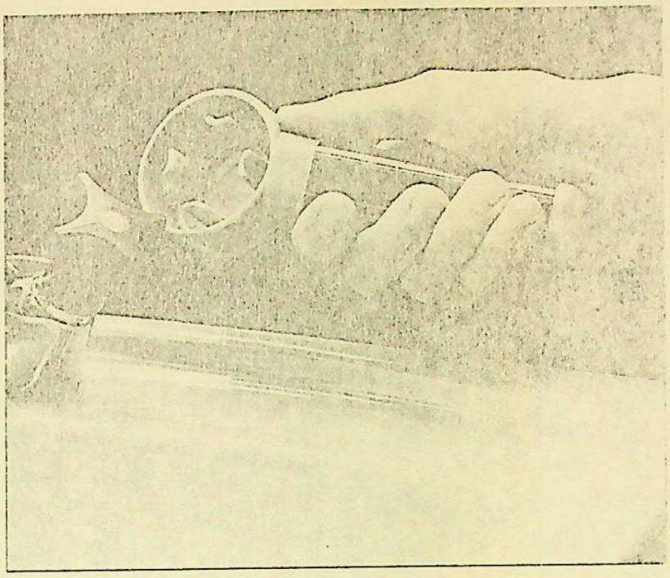
D 7/43
673

D7/~~43~~ 673

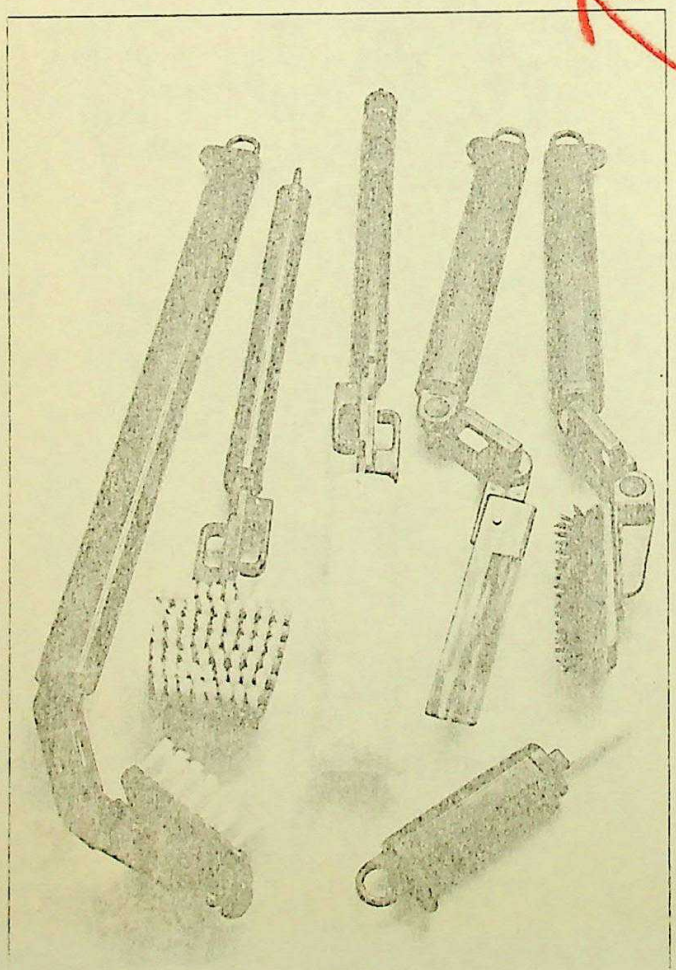
AUGUST, 1980
DESIGN 380

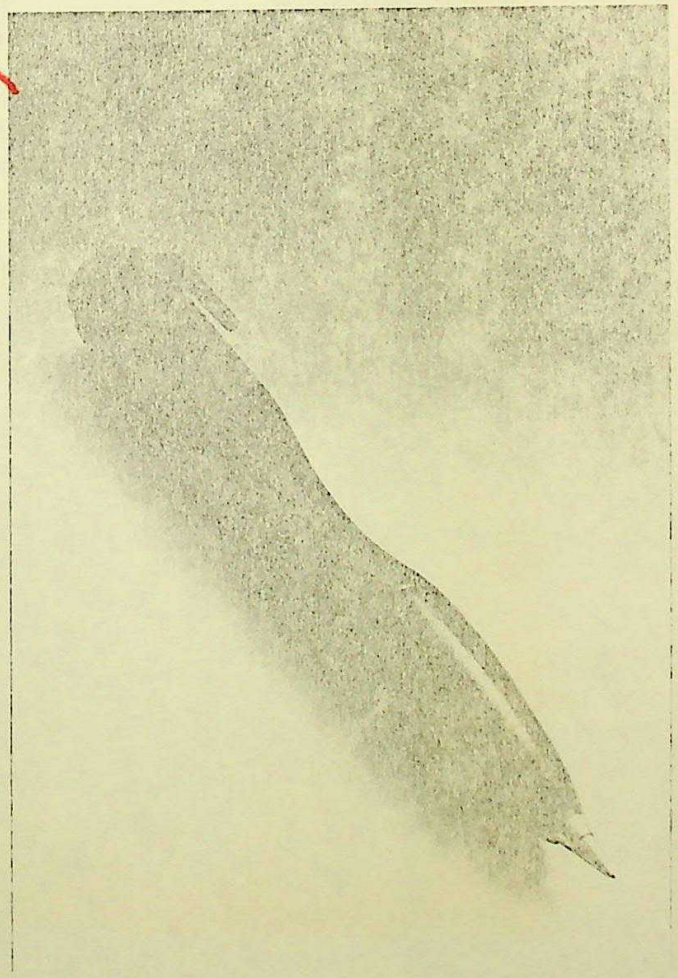
P. 18





GOOD STUFF FROM GUSTAVSBERG
The tap opener above suits most Swedish taps, comes in red and blue plastics and has sturdy, grooved, oval-shaped handles so that people with bent finger joints can grip it easily. Design was by A&E Design.
The kitchen knife and cutting board left make slicing bread light work. Design: Ergonomi Design Gruppen.





D 7/43 673
page 1
SEPT., 1980

Design

EDITOR IN CHIEF
John E Blake

EDITORIAL BOARD
The Earl of Snowdon
Professor L Bruce Archer
Alan Eden-Green
Peter Leslie
James Pilditch
Martyn Rowlands
Michael Wolff

EDITOR
James Woudhuysen

DEPUTY EDITOR
Deyan Sudjic

ASSISTANT EDITORS
Jennifer McKay
Jane Lott

ART EDITOR
Keith Ablitt

ASSISTANT ART EDITOR
Caroline Heler

EDITORIAL ASSISTANT
Rebecca Eliahoo

PRODUCTION EDITOR
Valda Bruno

CIRCULATION MANAGER
William Garrett

ADVERTISEMENT MANAGER
Michael Longman

LONDON AND HOME COUNTIES
Jonathan Evitt
Design Council
28 Haymarket
London SW1Y 4SU
Tel (01) 839 8000

MIDLANDS
Peter G Welch
First floor
Scottish Life House
Great Charles Street
Birmingham B3 3HW
Tel (021) 233 1080

DESIGNERS' SERVICES MANAGER AND NORTHERN COUNTIES
Don MacLaren
2 Sunfield
Romiley
Stockport SK6 4BH
Tel (061) 494 9561

SCOTLAND AND NORTH EASTERN COUNTIES
John Hunter
11 Belmont Crescent
Glasgow G12 8EU
Tel (041) 339 6712

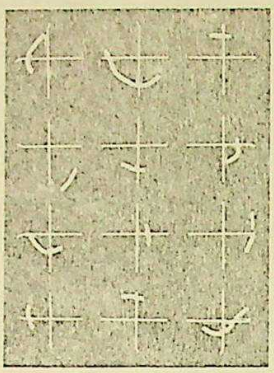
CLASSIFIED ADVERTISEMENT SALES
Gillard Welch Associates
First Floor
Scottish Life House
Great Charles Street
Birmingham B3 3HW
Tel (021) 233 1080

PUBLISHER
Roy Dodd

Published monthly by
Design Council
28 Haymarket
London SW1Y 4SU
Tel (01) 839 8000
Telex 8812963

Printed by H E Warne Ltd
London & St Austell England
© Design Council
Single copy by post UK £2.00
North America $5.00
elsewhere £2.50
Claims for missing issues only accepted if made promptly – UK two months, Europe three months, elsewhere six months
US mailing agent Expeditors of the Printed Word Ltd
527 Madison Avenue Suite 1217
New York NY 1002
Second class postage paid at New York NY
All correspondence about subscriptions to DESIGN to be sent to the publishers at 28 Haymarket, London SW1Y 4SU, England

DESIGN



Peter Myers

Andy Earl

COVER
'The music the machine makes', neon artwork by Brian Clarke. Clarke has recently done a series of windows for Nottingham University, and a specially commissioned stained glass piece for London's Victoria & Albert museum

3 NEWS
The BBC's *Horizon* on industrial design; how people like to sit; Michael Heseltine hits out

9 LETTERS
10 BOOKS

15 TECHNICAL DEVELOPMENTS
Invalid alarm systems; fluorescent lights; knobs

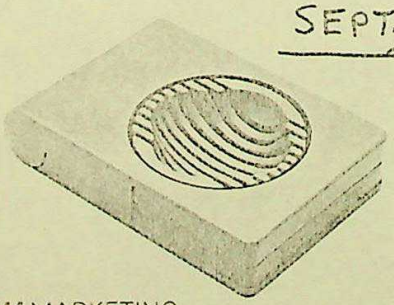
20 THINGS SEEN
Degree shows: a selection
A glance at what this year's crop of British design graduates have been up to

37 INTERVIEW
'Fifties fantasist turned design Houdini
Milan-based industrial designer Richard Sapper did cars for Fiat during the Italian economy's *miracolo* years. Now he's working for IBM in a recession. Jane Lott talked to him in London

38 MATERIALS
Glass under stress
Martin Stoll looks at how the UK glass industry is reacting to rising energy costs, falling demand, foreign competition and process automation

DESIGN 391

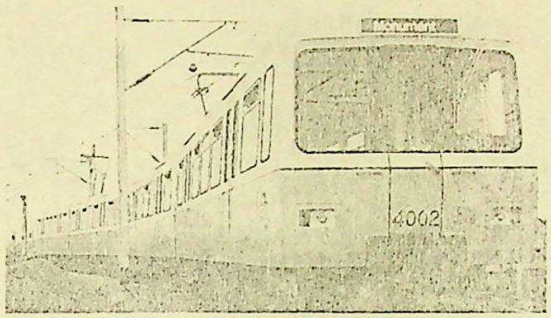
SEPT, 1980

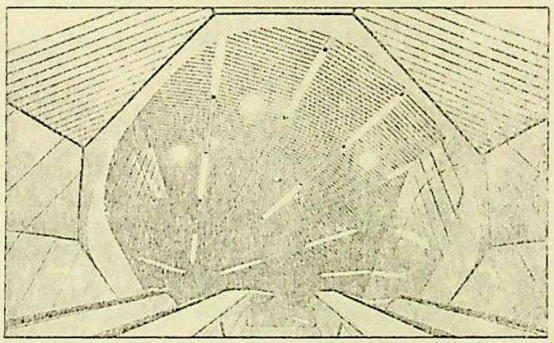


44 MARKETING
Kitchenware: culinary identity
Rebecca Eliahoo reports on the new wave of homogeneity in kitchen gadgets; Pat Harper looks at Woolworth's Mrs Beeton range

48 TEXTILES
Texprint '80
Things look black for UK textiles. But next month's design show at the Royal College of Art should lighten the gloom. Jennifer McKay reports

52 GRAPHICS
The fine art of technology
Jan Kaplicky designs disturbing buildings. Deyan Sudjic enthuses





55 INTERIORS
Newcastle takes to the underground
The stations on the new Tyne and Wear Metro are great. Pity about the trains, says Henry Law

58 Is everything in the Garden lovely?
Covent Garden's new market is fashionable – to go to and to knock. Deyan Sudjic argues it's OK

60 EXHIBITIONS
The amusement arcade as museum
Giles Velarde finds thrills, spills and a dearth of culture at London's Palladium Cellars

62 POLEMIC
What British furniture makers can learn from the Italians; it's not (just) how your product looks, it's how it sounds too

80 FIRMS DIRECTORY
81 DESIGNER'S SERVICES
92 CLASSIFIED
100 DIARY

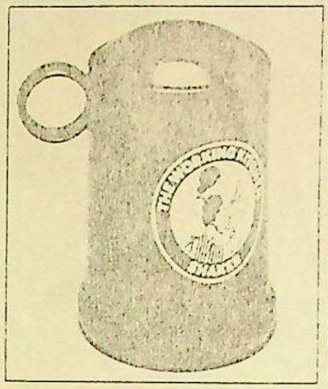
OTHER CONTRIBUTORS
Marian Brewster, Gordon Lawson

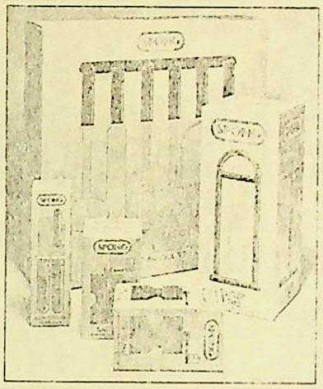
NEXT MONTH
Sir Gordon Russell; Interieur '80; Saab

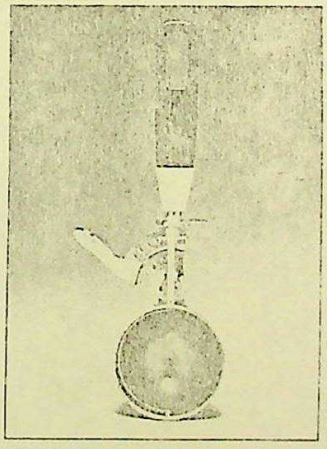
D7/~~43~~ 673 SEPT. 1980 p. 45

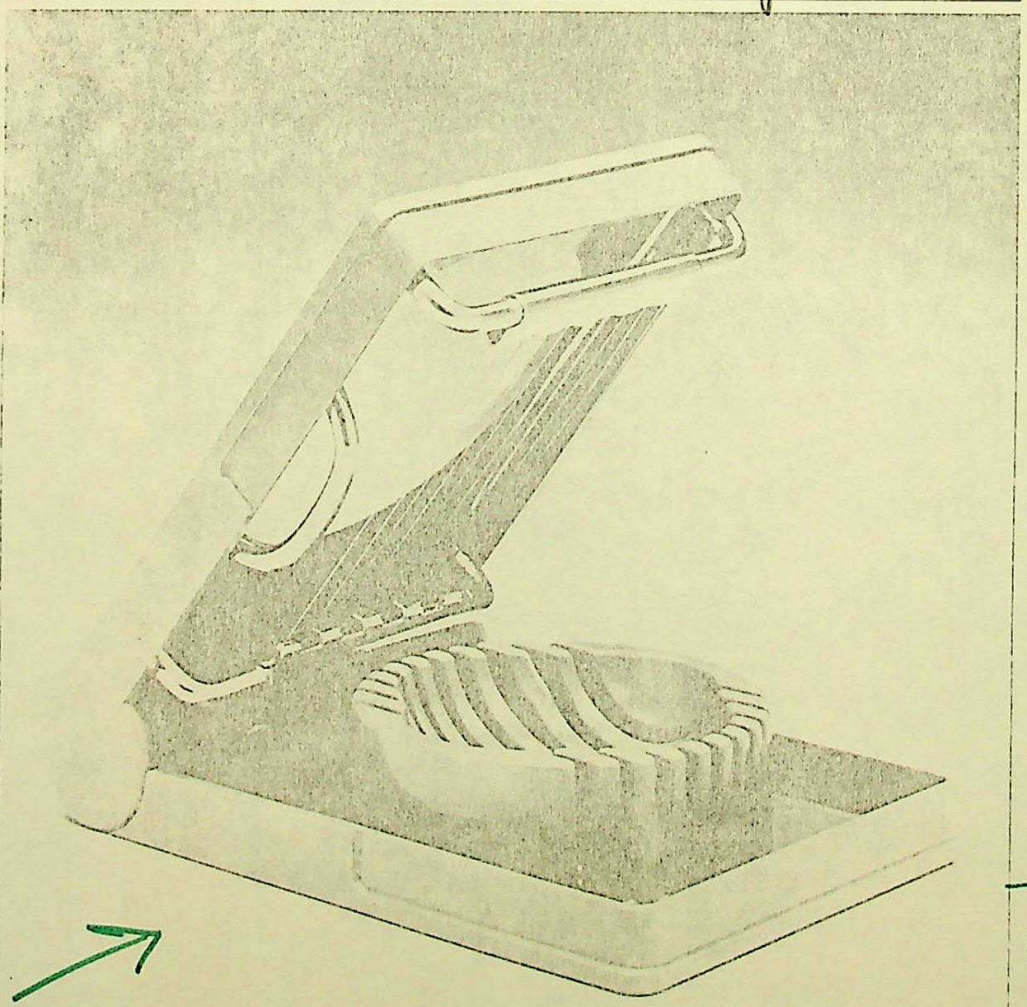
DESIGN 381

p. 45







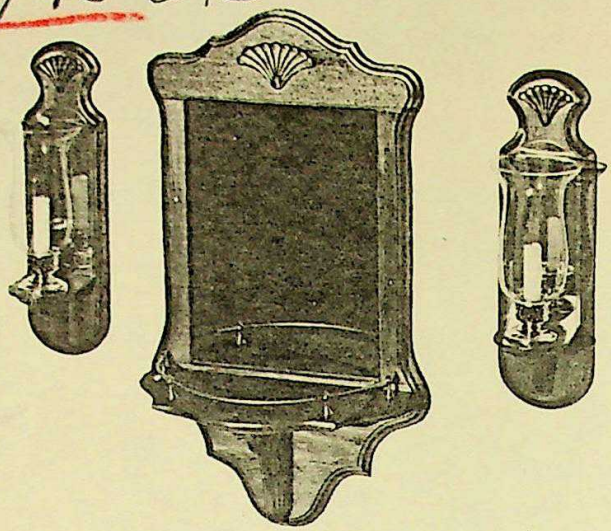


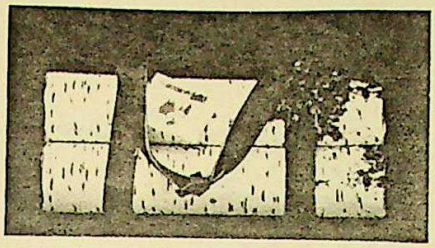
Simple shapes and unobtrusive packaging from Marks & Spencer top left combine economy and quality, as does Timothy Whites, whose trail-blazing Working Kitchen now comes in sorrel green top. Prestige's new cassette egg-slicer left is designed to look good even in a drawer.

Two attempts at upgrading packs centre Spong (by Conran) and Prestige (by Nettle). Wilkinson Sword's Nutbrown scoop above remains traditionally metallic but the range is due

D7/~~43~~ 673

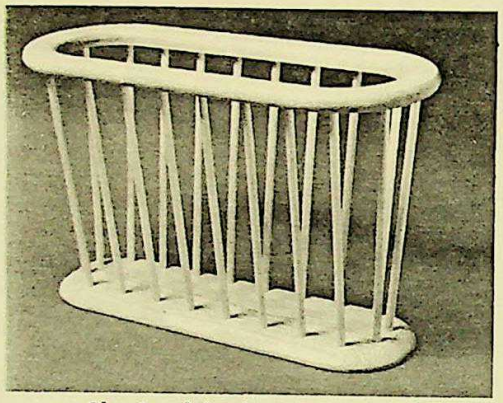
OCTOBER, 1984





Natural wood logs, a gift in birch bark paper, leather tie, holly, card. Bundle of three, $19 retail. Nature Best, 3131 Fernbrook La., Plymouth, Minn. 55441.

◄**The warmth of pine** envelops mirror-shelf with brass railing and embossed fan design. 17 x 28 in., $60. Also sconces. MaLeck, Box 247, Wingate, N.C. 28174



Classic solid oak magazine rack, light or dark stain, rolled edge for a smooth, handcrafted look. $30 retail. Kennedy Bros., 11 Main St., Vergennes, Vt. 05491.

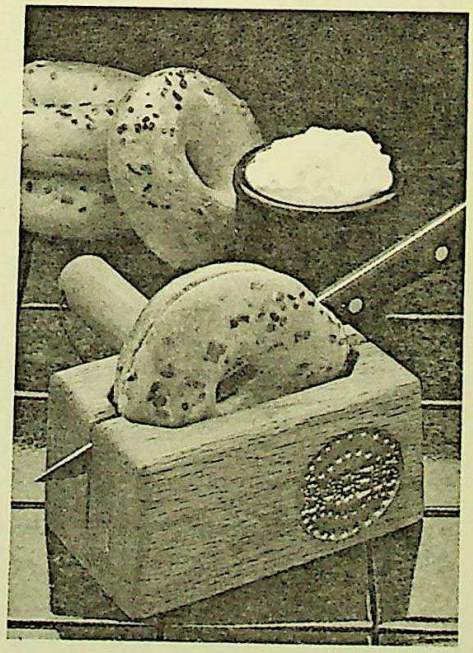
The Gift of Wood

Each type of wood has its own personality, matching a particular decor or adding its own statement. Home accents and functional accessories of wood are ringing cash registers all across the U.S. The continuing popularity of "Country" and the emerging popularity of contemporary are both adding to the impact of wood.

GIFTS & DECORATIVE ACCESSORIES

P. 122

Sleek teak tray. With rounded brass corners, easy-to-hold handles, it measures 16½ x 12 in. The tray retails for $25.95. Lipper Intl., 225 Fifth Ave., New York 10010.



New oak bagel cutter firmly holds onto oak-hard bagels. Hangs on its own leather thong. Retail is $14.95; $19.95 with knife. ORC, 2700 Commerce St., LaCrosse, Wis. 54602-0218.

D7/673

HFD
4/16/90
P.120

PRODUCT: The Well-Bred Slice
FEATURES: Adjustable, folding bread s
of hardwood.
MANUFACTURER: Concept Design. P
SUGGESTED RETAIL: $24.95

D7/613

Cut perfectly uniform slices from whole loaves of bread with our handsome hardwood guide. It's crafted with care in an unusually generous 10" by 7½" by 5½" size. And it's wonderfully easy to use: simply position your bread knife to cut down between the slots... one at a time for half-inch slices, two at a time for Texas toast, and so on. A marvelous adjunct to your bread machine and with hand-shaped and bakery loaves as well.

Bread Slicing Guide □ #11-40781-4 □ Orig. 20.00 NOW 14.00

No shipping charges! See Coupon. *Signatures*® 19465 Brennan Ave., Perris CA 92599 (909) 943-2021 F-35155R-6

rec'd 3/2/95